

WITH
UNITED
ARTISTS



AROUND THE WORLD

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IN THIS ISSUE

"Rothschild" World's Record in London.....	Page 1
Studio Snapshots.....	Page 1
Star Cast in "Transatlantic Showboat".....	Page 2
Milestone to Direct Wells Film.....	Page 2
"Rothschild" in 12th Week on Broadway.....	Page 2
Good "Rothschild" Stunt.....	Page 3
Box Office Flashes on "Rothschild".....	Page 3
Disney Gets Another Medal.....	Page 4
Mickey Mouse as "Gulliver".....	Page 4
"Palooka" Gets Ad Award.....	Page 4
"Monte Cristo" to Cost a Million.....	Page 5
All Roads Lead to "Roman Scandals".....	Page 5
Havana's Tieup on Cantor Film.....	Page 6
Cantor Biography in London Weekly.....	Page 6
Sten to Star in "Barbary Coast".....	Page 6
"Nana" Success Due to Ad Campaign.....	Page 7
New Zealand Exploits "Henry VIII".....	Page 7
"Pigs" Hailed as Recovery Aid.....	Page 8
U.A. Program Sets Melbourne Record.....	Page 8
Mickey Gets Typical Hollywood Opening.....	Page 8
London Film Broadcast Heard in U.S.A.....	Page 9
"Sorrell" Success in London.....	Page 9

LONDON PREMIERE "ROTHSCHILD"

NETS WORLD'S RECORD GROSS

A world's record gross was established by "The House of Rothschild" at the gala charity premiere of the picture at the Tivoli Theatre, London, May 24th, according to a cable received at Home Office from Murray Silverstone, general manager for United Artists in Great Britain. The total receipts were 9,200 pounds - about \$46,000 according to the present rate of exchange. The opening was attended by a brilliant audience, including the American Ambassador, members of British royalty, a host of high diplomatic officials, celebrities from stage and screen and members of the Rothschild family. Tickets for the engagement sold for \$50 each, and long before the start of the film the house was crowded with hundreds of standees. London papers were almost lyrical in their praise of "Rothschild," and George Arliss was credited with having given the best performance of his career. The entire proceeds were donated to the Personal Service League and the Fund for German-Jewish Women and Children, of which Mrs. Anthony de Rothschild is president.

STUDIO SNAPSHOTS

The final title for the Barnum picture to be made by 20th Century is "The Mighty Barnum."

* * * *

Please discontinue all publicity on the Reliance production, "Style." It will not be produced.

* * * *

Roy Del Ruth has been signed to direct "The Treasure Hunt," the new Samuel Goldwyn musical starring Eddie Cantor, in which the banjo-eyed comedian appears as an African hunter. Nunnally Johnson, Arthur Sheekman and Nat Perrin are writing the screenplay. Seymour Felix will stage the ensembles.

* * * *

In all your publicity on the new Ronald Colman picture, be sure to use the full title: "Bulldog Drummond Strikes Back." This is important, because otherwise there is danger this picture will be confused with the first one and the public may get the erroneous impression that it is a re-make of the old story. So, wherever you mention this picture, use the full title and emphasize that it is a brand new story.

* * * *

Wera Engels, vivacious European actress, has been signed to a long-term contract by Reliance Pictures.

JACK BENNY AND NANCY CARROLL
IN "TRANSATLANTIC SHOWBOAT"

Jack Benny, noted stage, screen and radio entertainer, has been signed by Reliance Pictures to star in "Transatlantic Showboat," for United Artists release. Nancy Carroll will play the leading feminine role, and negotiations for Gene Raymond to complete the all star cast are being concluded in Hollywood. "Transatlantic Showboat" is an original by Leon Gordon, author of "White Cargo" and other Broadway stage successes, with a background aboard a transoceanic greyhound. Benjamin Stoloff, who directed "Palooka," will do as much for this production.

MILESTONE WILL DIRECT
"HUNDRED YEARS TO COME"

Lewis Milestone, who directed "All Quiet on the Western Front," will direct H.G. Wells' fantastic story of the next century, "The Hundred Years to Come," which London Films will produce in England for United Artists. Announcement of the important alliance follows completion of the film script by Mr. Wells for which Alexander Korda is already preparing sets and costumes. Korda plans to spend eight months making the production and has brought Ned Mann, Hollywood model expert to London for miniature work. No players have been announced yet. The film will depict civilization during the next century and beyond, when war will be completely mechanized and a working day will consist of only four hours.

"ROTHSCHILD" VIEWED BY 250,000
NOW IN 12TH WEEK ON BROADWAY

At the end of eleven weeks at the Astor Theatre, "The House of Rothschild", 20th Century production starring George Arliss, has played to a total of 250,000 persons and continues into its twelfth week (May 30th) as substantially as when it started. Serving as a subject for editorials, sermons and variegated lectures throughout the country, "The House of Rothschild" has stimulated more discussion and comment than any other film in recent years.

GOOD "ROTHSCHILD" STUNT

Up in Boston there was a swell stunt pulled on "The House of Rothschild," whereby all the financial editors of the newspapers were invited to the picture.

They came through with great space, which supplemented the regular breaks on the amusement page. Incidentally, this picture was of particular interest to them, since there are so many scenes in it showing the excitement on the London Stock Exchange in the old days.

This is a suggestion you might follow in your own city, and thus get extra space on the financial page - a publicity break which you would not ordinarily get.

BOX-OFFICE FLASHES FROM

"THE HOUSE OF ROTHSCHILD"

Milwaukee, Wis.:

"Rothschild" opened New Garden Theatre today to biggest business ever. Newspapers are unanimous in declaring it greatest picture in years. It will have longest run any picture ever had in Milwaukee.

Philadelphia, Pa.:

"Rothschild" has established an all-time opening day record at the Aldine Theatre.

Chicago, Ill.:

"Rothschild" steams ahead of every other attraction that has played the United Artists Theatre this season - including "Roman Scandals," "The Bowery," "Henry VIII", etc.

Lakewood, N.J.:

"Rothschild" grossed exactly double the house average at the Strand.

Portland, Ore.:

"Rothschild" sets a new house record at the United Artists Theatre. Looks like a 5-week hold-over.

Stamford, Conn.:

"Rothschild" was booked in for a full week at the Palace where the maximum playing time is usually three days. Run was extended to nine days.

DISNEY GETS ANOTHER MEDAL

Honors continue to be poured into the lap of Walt Disney, creator of Mickey Mouse and the Silly Symphony featurettes. He has just been presented with a gold medal by the American Art Dealers' Association "in recognition of the contribution, both technically and aesthetically, he has made to the art of the motion picture -- an outstanding achievement in design, movement and the humor of human existence."

MICKEY MOUSE AS "GULLIVER"

Mickey Mouse has been assigned to a series of entirely new adventures by Walt Disney in his new production entitled "Gulliver Mickey." This film depicts Mickey in the role of the famous traveller to Lilliput. Jonathan Swift employed this character and his adventures to give vent to his bitter feeling against the foibles of the English government of his time, but Mr. Disney uses the same material for charming entertainment, not for vicious irony. After being washed ashore to the small, make-believe island of Lilliput, Mickey awakes to find himself immeshed in countless ropes, miniature in size and strength. Mickey easily frees himself from these tangles, whereupon the Lilliputians set upon him with all the forces at their command, including their "biggest" cannon. From then on Mr. Disney takes a few liberties with Swift's masterpiece, but with such kindly humor that it is improbable the master of satire would derive anything but delight from this modern interpretation of his works.

"PALOOKA" ADVERTISING CAMPAIGN

GIVEN AMERICAN SPECTATOR AWARD

The advertising campaign prepared by the United Artists advertising department for the presentation of Reliance's motion picture, "Palooka," starring Jimmy Durante, has been adjudged the best advertising copy of the year by unanimous vote of the editors of The American Spectator - George Jean Nathan, Ernest Boyd, Sherwood Anderson, James Branch Cabell and Eugene O'Neill - according to announcement made in the May issue of this noted publication. In the selection of the "Palooka" advertising, not only were advertisements of other motion pictures of the year considered but also those of all other national advertisers - of automobiles, perfumes, cigarettes, etc. The prize-winning advertisements, built largely around a series of caricatures by William Steig, were conceived and executed under the supervision of Hal Horne, director of advertising and publicity of United Artists Corporation, through which "Palooka" is released.

"COUNT OF MONTE CRISTO"

TO COST NEARLY MILLION

Production work has been started by Reliance Pictures on that company's most ambitious undertaking - the filming of Alexandre Dumas' classic, "The Count of Monte Cristo." Robert Donat, young English screen and stage star, plays the title role, and opposite him is Elissa Landi. Other personalities include Louis Calhern, Sidney Blackmer, O.P. Heggie, Raymond Walburn, Luis Alberni, Georgia Caine, Lionel Belmore, Wilfred Lucas, Tom Ricketts, Lawrence Grant, Ferdinand Munier, Irene Hervey and Clarence Muse. Sets have been constructed for the picture that are among the largest in number and size ever built. The interiors alone require nine sound stages. With the production budgeted at \$952,000, there is little exaggeration in saying that it will be a million dollar picture. The screen play and dialogue of "Monte Cristo" have been written by Philip Dunne and Dan Totheroh from an adaptation by Harvey Thew and Harry Hervey. Rowland V. Lee is directing.

ALL ROADS LEAD TO "ROMAN SCANDALS"

IN WAKE OF WORLD-WIDE EXPLOITATION

From every quarter of the globe comes the thrilling news: all roads lead to "Roman Scandals" and "Roman Scandals" leads to new records! Actual box office figures from such widely scattered points as London, Manila, Shanghai and Buenos Aires substantiate the claim that this Cantor film is outgrossing by a wide margin all previous productions starring the pop-eyed comedian. Needless to say, this public reaction abroad coincides with public opinion over here. The best proof of this is that for two successive months "Roman Scandals" was listed among the Motion Picture Herald's champions, selected on the basis of box office performance in key cities.

Equally gratifying is the visual evidence of the effective exploitation efforts used in launching this Goldwynner around the world. Some of the best campaigns we have ever seen were developed in connection with "Roman Scandals."

Among the features deserving honorable mention are: Havana's tieup with a local department store; Manila's chariot ballyhoo; Shanghai's double-page cooperative spread in newspaper; London's three-page cooperative spread using the song, "Build a Little Home," as a theme for tieup advertising; Paris' de luxe premiere for charity under auspices of American Ambassador with tickets costing \$10 each. Incidentally, speaking of openings, the debut of "Roman Scandals" in London at the Leicester Square Theatre attracted more notables than any other picture or legitimate stage attraction in the last twelve months!

HAVANA DEPARTMENT STORE

TIEUP AID TO CANTOR FILM

The premiere of "Roman Scandals," at the National Theatre, Havana, was attended by one of the largest department store cooperative tieups yet seen in Cuba's capital. With the cooperation of Henry Weiner, United Artists manager, an arrangement was made whereby "Los Precios Fijos," a leading department store, ran full-page and half-page ads in the local papers for a week preliminary to the opening of the picture, at no cost to our company. Copy and art were devoted mainly to Cantor and the beautiful Goldwyn girls. The theme of the message was "See the 'Roman Scandals', then look at our scandalously low prices -- new bargains every day." Ads also called attention to the store's big orchestra, which played a daily program in which music and songs from the picture were plugged. In addition to this mammoth newsprint campaign, there were nine window displays in the establishment given over to stills from the production and cooperative copy tying in the value of the show with the value of the store's merchandise.

CANTOR SERIAL IN LONDON WEEKLY

BOOSTS "ROMAN SCANDALS" SHOWING

One of the most widely circulated serializations ever to be published in England has been arranged by Robb Lawson, British publicity director for United Artists, in connection with the Samuel Goldwyn production, "Roman Scandals." Eddie Cantor's own life story is appearing in regular installments in "The News of the World," the biggest British national weekly, with a circulation of 3,500,000. Tying up directly with the picture and its current run at the Leicester Square Theatre here, the newspaper posted 10,000 three-sheets and 30,000 one-sheets, with thousands of the latter displayed on the shop-fronts of all local newsstands. In addition, the weekly also distributed 40,000 handbills throughout the city, with strong selling copy both on the Cantor biography and "Roman Scandals." To further promote this cooperative enterprise, the British weekly bought extra space in other local newspapers to advertise their Cantor serial.

STEN REPLACES SWANSON

IN "BARBARY COAST"

Samuel Goldwyn has decided to put Anna Sten in the leading role of his forthcoming production of "Barbary Coast." This is the part that Gloria Swanson had been announced to play. As soon as Miss Sten completes "Resurrection", work will immediately start on "Barbary Coast" under the direction of William Wellman. Gary Cooper will appear opposite the star, and the supporting cast will include Sam Jaffe, Alison Skipworth, Paul Kelly and others.

TO ARTFUL ADVERTISING

If ever a text book on motion picture advertising, publicity and exploitation is written, a special and illustrious chapter should be devoted to the United Artists campaign on "Nana," which launched Anna Sten as a star of the first magnitude. No player has scored such a sensational personal triumph in her very first production as has this fascinating Russian actress. Her brilliant acting, coupled with her mysterious charm, has evoked a Niagara of praise from the critics and the public. Six months from now, when "Nana" will have played on all the "Broadways" on the face of the globe, Anna Sten will be one of the greatest feminine attractions in motion pictures - the toast of the world as she is today the toast of America!

Reports from foreign capitals, such as London, Paris and other European centers where "Nana" has been pre-released, only serve to emphasize the effectiveness and universal appeal of the teaser campaign so successfully used in this country. This campaign, as you know, took the form of a number of ads in which each day a new picture of the star was used, stressing a different angle of her personality. The momentum of this advertising, supplemented by interesting publicity stories, plus the many natural exploitation tieups practically guarantees the success of the picture. Summing it all up, "Nana" belongs with the biggest pictures of the year, and with the help of the fool-proof campaign it will magnetize every box office and attract a stream of golden revenue wherever it plays.

Remember: the more effective a selling job you do on this first Sten picture, the easier will be your job on those to follow.

NEW ZEALAND CAMPAIGN ON "HENRY VIII"

TYPICAL OF U.A. SHOWMEN "DOWN UNDER"

Wellington, New Zealand, may be 10,000 miles from New York City, but the United Artists showmen "down under" can show their Broadway brethren an exploitation trick or two. Take their campaign on "Henry VIII", for example, which recently ran at the Regent Theatre. After a special preview that had all the typical "Hollywood opening" trimmings, the picture was publicized via a variety of free merchandise tieups, costless window displays, ballyhoo, etc. that had the public agog. One of the most effective tieups was with the great Agfa Films Company, which emphasized thru window cards, slides and large-sized newspaper ads featuring title and star, that "the biggest photographic triumph of the year was photographed on Agfa Film." Another "natural" tieup was with a local firm manufacturing a "King Henry" brand of chocolates. For a street ballyhoo, a man dressed as an ancient "beef-eater" was stationed on the corner of the principal street, holding a lance to which was attached a shield carrying theatre copy. The most outstanding of the dozens of window tieups was the display arranged by one of Wellington's largest stores, which featured furnishings of the Tudor period, a life-sized reproduction of Laughton as Henry VIII and assorted stills, enlarged photos, theatre announcement etc. Credit for this thorough campaign goes to Bernie Allen, U.A. manager and L.C. Fama, exploiteer.

Walt Disney's now world-famous Silly Symphony cartoon, "Three Little Pigs," was one of the most important factors in turning America toward the road of recovery, according to the book by Pare Lorentz called "The Roosevelt Year," which has just been published in the United States. This 200-page book, a photographic record of the most significant events during the first year of President Roosevelt's administration, gives two pages over to consideration of Mr. Disney and his inimitable film creation.

The inclusion of the "Three Little Pigs" in such a record was determined by the fact that probably no other single piece of entertainment impressed itself so much on the national consciousness during 1933. Not only was the entire country singing the unforgettable "Who's Afraid of the Big Bad Wolf," but the whole charming fable of the little pigs thoroughly expressed the spirit of the time - a spirit of hope and optimism and defiance of fearful bogies. A nation's fear was scattered to the winds. Industry awoke from its paralysis of fright, and American recovery was underway.

WELL-BALANCED U.A. PROGRAM

SETS RECORD IN MELBOURNE

The combination of Ronald Colman in "The Masquerader" and Walt Disney's "Three Little Pigs" proved an irresistible one for the picturegoers in Melbourne, Australia, recently. The result (according to latest reports) was seven solid week of capacity business at the Capitol Theatre, with new high-water marks for attendance and receipts hung up. Created plenty of excitement in local film circles.

TYPICAL HOLLYWOOD PREMIERE

USHERS IN MICKEY MOUSE FILM

Mickey Mouse had a super-gala, titanic, colossal Hollywood-type premiere of his very own Wednesday night, May 2nd, at the Carthay Circle Theatre in Hollywood. To give an indication of the top-hat-and-ermine-coat atmosphere of the whole affair, the price of the tickets was \$5.00 and cordons of police held back the crowds while dozens of Hollywood's most prominent celebrities stepped from their cars across a red carpet to the entrance of the theatre, stopping for a word or two at the radio microphone. All the trimmings were in evidence. This was the first time that such a special event had been staged for the showing of a Mickey Mouse picture and the occasion of it was the presentation of Mickey's latest production, "Gulliver Mickey," which Walt Disney just completed. The rest of the all-Disney program included the latest Silly Symphony, "The Wise Little Hen," "Steamboat Willie," the first Mickey Mouse comedy ever released, and other Disney featurettes.

RADIO LISTENERS HEAR FAIRBANKS

"SHOOT" FILM IN LONDON STUDIOS

The actual production of a motion picture was broadcast across the Atlantic ocean for the first time on Saturday, May 5th, when the filming at the London studios of Douglas Fairbanks' forthcoming picture, "The Private Life of Don Juan," was brought into the homes of millions of American radio fans through a nationwide network of 65 stations of the Columbia Broadcasting System. The time of the broadcast was from 3:20 to 4:00 P.M. From over the sea, listeners heard Fairbanks and his company making one of the scenes of the picture in which he appears as the famous legendary Spanish lover.

This scene of actually "shooting" pictures was not set in advance, but was entirely spontaneous, with radio microphones picking up not only the dialogue of the story intended to be caught by the motion picture sound apparatus, but also the instructions of director Alexander Korda, the conversation of the script assistants, the cries of the "grips" as they moved the scenery - all in the jargon of the movie set as it naturally occurred during the filming of the picture. Later, the radio microphone was switched to a screen-room where some "rushes" of the previous day were shown - and the dialogue picked up. This amounted to an international preview into which the radio public was permitted to look.

"SORRELL" PREMIERE

IS LONDON SUCCESS

"Sorrell and Son," starring H.B. Warner, recently had its world premiere at the Leicester Square Theatre in London, and was welcomed enthusiastically by both the press and the public. The London Daily Mirror termed it "a perfect piece of screen craft," the Sunday Pictorial gave the picture four stars and the London Post declared that "Mr. Warner repeats and, indeed, increases the success he made in the silent version." Since the London opening, "Sorrell and Son" has opened in one or two American cities for pre-release engagements and the box office results have been excellent.

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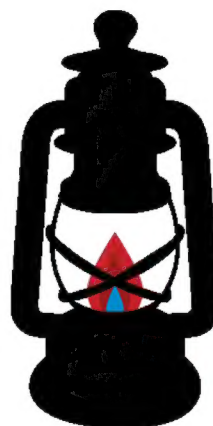
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